MEMORANDUM

FROM: JANET GUGUEN

TO: POLICY BOARD, MANAGEMENT BOARD

RE: THE JIMMY FUND MARATHON

DEAN OF STUDENTS
MAY 1 - '68

Beginning, Monday, May 6, WMUA will begin its Jimmy Fund Marathon. During this week, Ed Jewett, of the WMUA staff will be broadcasting continuously 24 hours a day in hopes to break the existing collegiate record. In conjunction with this, an all out effort will be made to get people to contribute to the Jimmy Fund. This will be done in several ways.

In the Student Union lobby, we are making arrangements to set up a request table. This means that any one may come to the Union and for a donation may request any song he wishes to hear over WMUA. At the Union table, there will also be posters informing students of a "record swap" going on in the studios itself. These posters will also be placed in all of the dormitories and major buildings on campus. The "record swap" will operate as such: WMUA will trade 45's and LP's for donations to the Jimmy Fund. The records themselves have been supplied to us by just about every distributor in Massachusetts and Connecticut, as well as many from New York and Los Angeles.

This is the basics of what will be "happening" at WMUA for about a week. As seems rather obvious, our regular programming schedule will be greatly disrupted, but I feel that the service being performed justifies the change. Monetarily, we have no goal. Records, numbering in the 1000's have been donated, so we can expect a great deal. As far as publicity goes, we have contacted such papers as the Amherst Record, the Hampshire Gazette, the Holyoke Transcript, and the Springfield Union, as well as the Collegian and all sources are more than willing to help. Each has promised to publicize the week ahead of time and during the week and a follow up story as well. As an experiment in service, we are hoping for the best.